

May 14, 1943

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D2 B12BACKGROUND INFORMATION ON 8-POINT DAIRY PROGRAM

## THE NATIONAL GOAL

The national milk-production goal for 1943 was set at 122 billion pounds. In 1942 the highest production level ever attained was reached at 120 billion pounds. The estimated demand for all dairy products in 1943 in terms of milk equivalent is 140 billion pounds. Dairy farmers of America in the face of many difficulties will do well to meet the goal of 122 billion pounds, which is approximately 12 percent less than the apparent demand. The estimated demand for fluid milk is about 15 percent higher than in pre-war days. This increased demand is due largely to increased consumer purchasing power. The demand for manufactured dairy products on the part of civilian consumers has increased correspondingly, and although the production of most of these manufactured dairy products is at levels of recent years or higher, the need for these commodities by the armed forces and for shipment to our allies, in addition to increased demand because of higher consumer purchasing power, has created a shortage.

## EFFICIENT PRODUCTION

Despite the difficulties that confront dairymen, the task of attaining maximum milk production must go on. Through Nation-wide application of the simple practices listed in the 8-point program, some of the obstacles, at least, can be overcome. For instance, timely cutting of hay is a method of alleviating the short protein situation. Also if the so-called summer slump could be reduced, the chances of attaining the goal set for this year could be increased appreciably. In the chief dairy regions of the country there is a serious decline in milk production each year as the summer season advances. A recent study by the United States Department of Agriculture on seasonal influences on milk production indicates that about half, and in some States more than half, of the summer and fall slump in production of milk can be avoided by better feeding during this period. As dairy herd-improvement association records were used in this study, it is quite probable that an even larger percentage of the slump could be avoided through better feeding of the average farm herd.

See: The Influence of Season on Milk Production, by T. E.

Woodward, Bureau of Dairy Industry, and Einar Jensen,

Bureau of Agricultural Economics. United States Department of Agriculture, Bureau of Agricultural Economics,

Washington, D. C. February 1942.

Suggestions to Extension Workers on 8-point Dairy Program:

1. Carry the message of the 8-point program to all dairy farmers in your State.
2. Coordinate activities of this program with those of the Dairy Industry Committee.



3. Localize the program through all media of information and education. This program offers a splendid opportunity for "how-to-do-it" stories.
4. Discuss the program at 4-H Club, vocational education, and F.F.A. meetings.
5. Establish demonstrations and hold meetings covering as many of the eight points as possible, such as early cutting of hay, grass and legume silage, and related topics.
6. Arrange for barn meetings to discuss specific parts of the program.
7. Arrange for State and county publicity relative to milk-production goals, including progress being made in reaching goals and information on the feed situation.
8. Time State and county publicity to coincide with issuance of series of posters by Dairy Industry Committee.

#### INDUSTRY SUPPORT OF THE 8-POINT PROGRAM

The Dairy Industry Committee, composed of the seven national associations representing butter, cheese, dry milk, evaporated milk, fluid milk, ice cream, and dairy machinery, has joined with the War Food Administration in presenting this 8-point program. The Committee is planning for the distribution of a series of nine colored posters, each dealing with one of the eight points or principles of efficient milk production. These posters will be distributed through the manufacturers, processors, and distributors of dairy products in the 48 States. In addition, the message will be carried to producers through the medium of printed cards enclosed with milk checks. Upward of 5,000 dairy concerns are being asked to participate. The fieldmen of these dairy companies in their respective territories are working in cooperation with county agents in "selling" these principles of efficient milk production to producers.

The industry also contemplates cooperating with Federal agencies in publicizing the 8-point program by means of press and radio. Through State extension directors the Dairy Industry Committee will make available a set of the nine posters to every county agent in the country.

